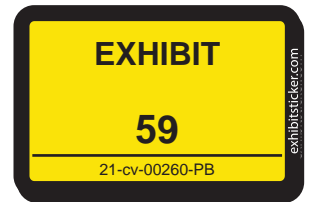


**From:** Jeremy Kauffman <jeremy@lbry.com>  
**Sent:** Wed 5/20/2020 8:00:53 PM (UTC-04:00)  
**Subject:** Fwd: Data on LBRY  
**To:** Jamie Goldstein <jamie@pillar.vc>  
[retention.png](#)  
[lbry-deck-20200427.pdf](#)



----- Forwarded message -----

**From:** **Jeremy Kauffman** <jeremy@lbry.com>  
**Date:** Wed, May 20, 2020 at 7:58 PM  
**Subject:** Data on LBRY  
**To:** Alex Pruden <apruden@a16z.com>

Hey Alex,

Great to meet you yesterday. I've limited myself to 5 reports :)

All of these pull from our real(ish)-time analytics systems, and we'll leave them public for some time. You can also export for local analysis.

- 1 - Weekly Active Users (internal) - Internal analytics, missing easily 5,000-10,000+ desktop users that do not share data. Everyone with a verified email has a wallet, total users includes [lbry.tv](#) visitors that accept cookies but don't sign in or create a wallet.
- 2 - Unique Publishers Per Week - blockchain data, final data point incomplete
- 3 - Content Views Per Week and Cumulative - internal analytics (same caveat as above) of view counts per week
- 4 - Rate-based retention for lbry.tv wallet holders (attached image) - We view this is ultimately the key factor to success and work relentlessly to improve these figures.
- 5 - Cumulative YouTuber Sub Counts - YouTubers publishing to LBRY can reach hundreds of millions of YouTubers

I'd like to emphasize that all of this growth has come with a total non-technical staff of less than 3 people, including all support, community management, creator outreach, reward design, marketing, etc.

We have pretty rich tracking and dynamic report systems, so if there's something you do want to know please let me know.

Finally, I attached our deck, which is... okay? Truthfully, I spend a lot more time on LBRY as a technical product and user experience, which is why we didn't go through it yesterday.

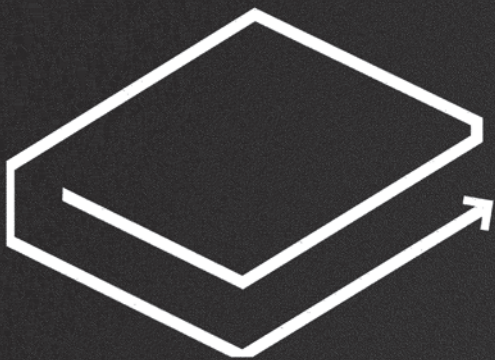
We would be thrilled to work with a group that understands the potential of web 3 and new ways for creators to monetize as well as A24Z.

Cheers,

--  
Jeremy Kauffman, CEO & Founder, [LBRY](#)  
(267) 210-4292

--  
Jeremy Kauffman, CEO & Founder, [LBRY](#)  
(267) 210-4292

Mar 15, 2020 - Mar 21, 2020	100.00%	31.24%	31.24%	18.74%	24.99%	31.24%	37.53%	24.99%	24.99%	18.74%
Mar 22, 2020 - Mar 28, 2020	100.00%	14.27%	28.54%	28.54%	28.54%	28.54%	28.54%	28.54%	14.27%	
Mar 29, 2020 - Apr 4, 2020	100.00%	26.65%	13.33%	19.99%	19.99%	19.99%	13.33%	6.66%		
Apr 5, 2020 - Apr 11, 2020	100.00%	19.03%	19.03%	14.28%	14.28%	14.28%	9.52%			
Apr 12, 2020 - Apr 18, 2020	100.00%	52.95%	29.41%	23.54%	29.41%	23.54%				
Apr 19, 2020 - Apr 25, 2020	100.00%	31.70%	24.39%	19.52%	14.64%					
Apr 26, 2020 - May 2, 2020	100.00%	48.94%	40.43%	23.41%						
May 3, 2020 - May 9, 2020	100.00%	51.11%	35.55%							
May 10, 2020 - May 16, 2020	100.00%	44.19%								



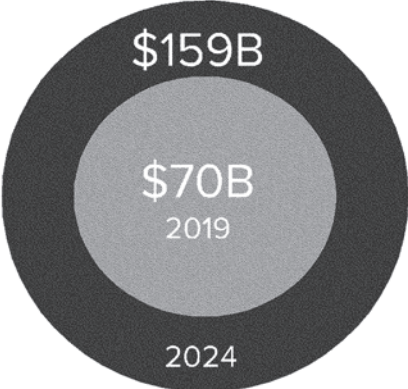
# LBRY

**CONTENT FREEDOM**

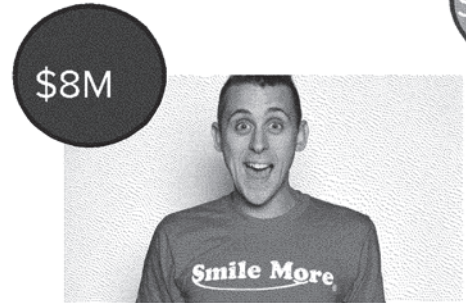
Jeremy Kauffman, CEO  
jeremy@lbry.com  
lbry.com • lbry.tv • lbry.tech



# \$159B ONLINE VIDEO OPPORTUNITY <sup>1</sup>



	Users	Revenue
YouTube <sup>2, 3</sup>	2.0B	\$15B
Netflix <sup>4</sup>	165M	\$20.2B
Amazon <sup>5, 6</sup>	~95M	~\$3.5B



Top 5 YouTube stars' combined subscribers more than double total number of U.S. cable viewers



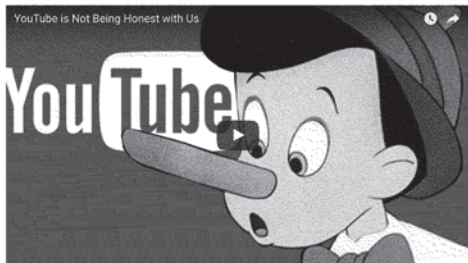
40% of millennials believe publishers understand them better than their friends

# MIDDLEMEN HAVE TOO MUCH CONTROL

## Algorithms

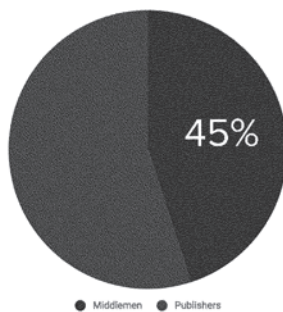
*"YouTubers say they have lost 30 to 40 percent of their usual views [due to algorithm changes]."*

- [Why YouTubers Are So Mad at YouTube Again](#)



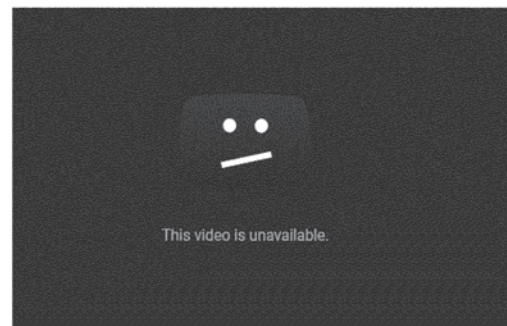
## Advertisers

Middlemen retain  
30 - 45% of revenue!  
(Apple, YouTube, Amazon)



## Interference

YouTube regularly demonitizes, deletes, or alters legitimate content, creating uncertainty

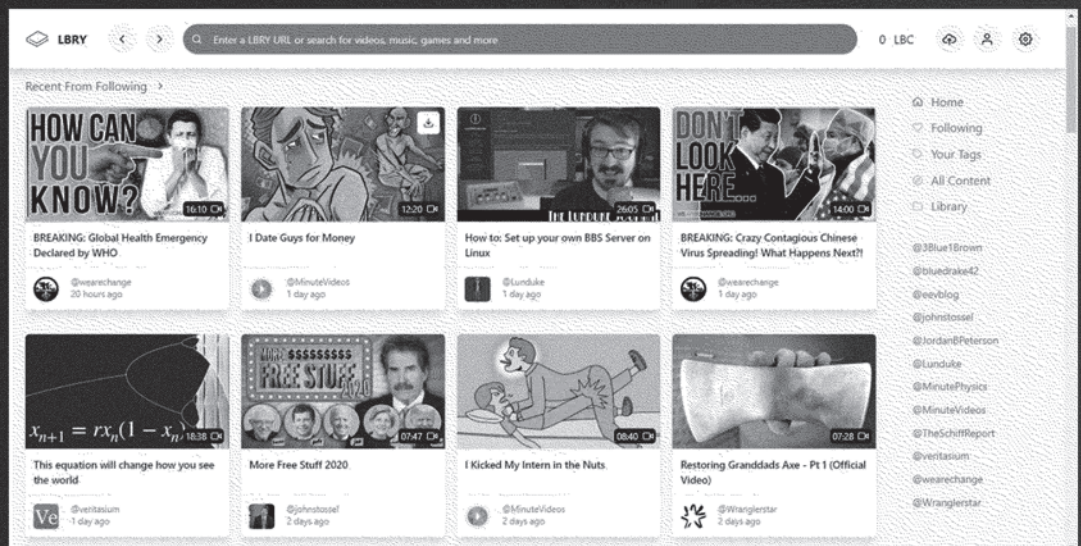




LBRY is an open, free, and decentralized  
content marketplace, built on blockchain,  
controlled by the community.

---

PUBLISH  
HOST  
WATCH  
SHARE  
EARN



LBRY apps *look and feel* traditional but are backed by a pioneering architecture.



## USED BY TOP CREATORS AND INFLUENCERS



**Veritasium**  
**6.8m Followers**  
Trusted science creator,  
writer, educator.



**Jordan Peterson**  
**2.6m Followers**  
Speaker, educator, and relentless  
free speech advocate.



**Oscilloscope**  
**Hollywood Studio**  
Films starring James Franco,  
David Cross, & more. 3rd most  
profitable channel.



**Naomi Wu**  
**1.1m Followers**  
Chinese DIY maker, STEM  
advocate, and celebrity.

See a list of YouTubers adopting LBRY at <https://lbry.com/youtubers>



# CREATORS LOVE LBRY...

**25,000+**

Active Publishers

**2,500,000**

Publishes

**50+ / 400+**

YouTubers With  
1+M / 100+k Subs



**YouTubers committed to LBRY can reach more than 10% of YouTube!**

## ...AND USERS LOVE LBRY TOO

> **700,000**

Weekly Users

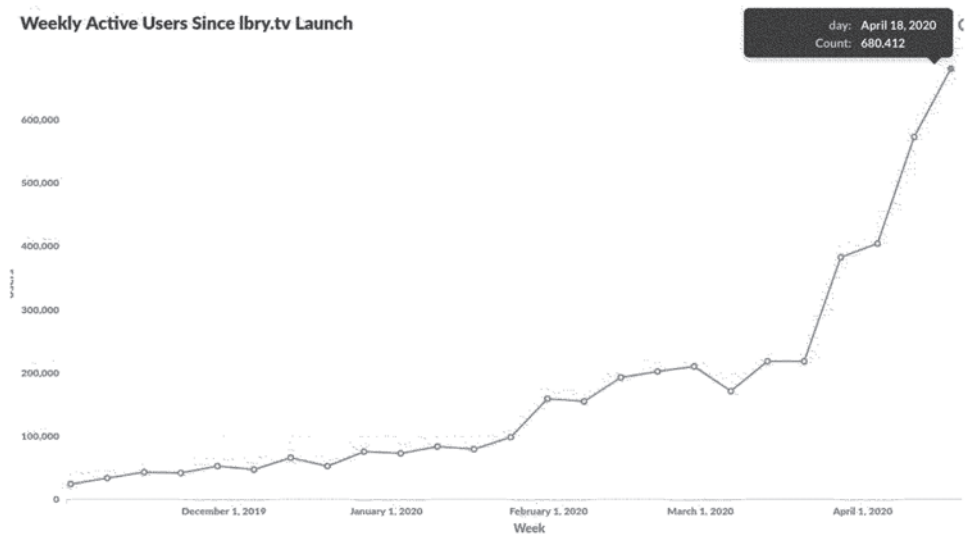
(word-of-mouth from users and creators)

> **15%**

Weekly User Growth

(since launching lbry.tv)

Weekly Active Users Since lbry.tv Launch



# VIRAL, ORGANIC GROWTH



John Stossel @JohnStossel

I hate when companies restrict videos.

But I'm now on a platform that I hope won't have that problem. @LBRYio is "decentralized", making it hard to censor.

My new channel:

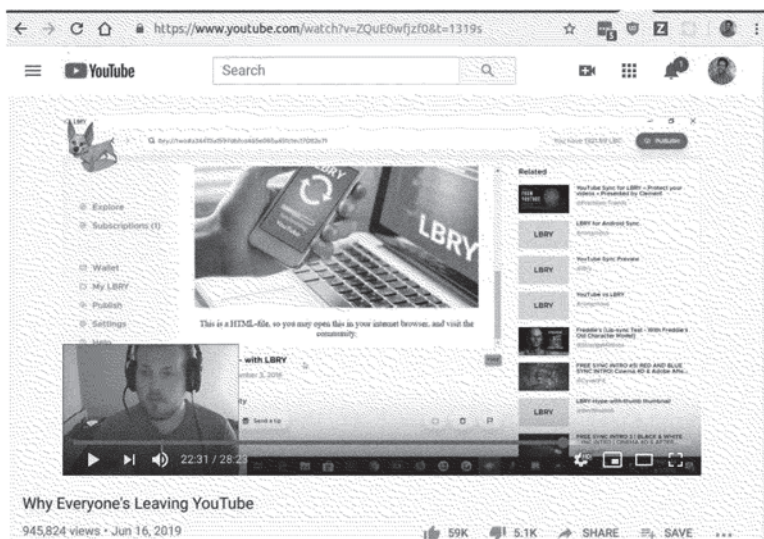


John Stossel on LBRY.tv  
After 40+ years of reporting, I now understand the importance of limited government and personal freedom. ————— Libertarian ...  
@lbry.tv

2:29 PM · Dec 12, 2019 · Twitter Web App

184 Retweets 712 Likes

John Stossel adopted LBRY in response to YouTube actions, alongside Tim Pool, David Pakman and other journalists



"Why Everyone's Leaving YouTube" has nearly 1,000,000 views and is one of hundreds of videos bringing YouTubers over to LBRY. LBRY users discover LBRY via their creators and existing users -- not paid advertising.



Chico Crypto (Giving Away Eth-Jeez Greedy F\*\*\*\*) @ChicoCrypto

Just Got My Videos Transferred & My Channel Claimed

@LBRYio-Follow Me Over There At The Link Below

Beautiful Thing About Decentralization...

You CANNOT



Chico Crypto on LBRY.tv  
Informational cryptocurrency and altcoin videos for the beginner to advanced crypto enthusiast. Brought to you by Tyler Swope of Chico Crypto!!! My name ...  
@lbry.tv

13 PM · Dec 25, 2019 · Twitter Web App

3 Retweets 678 Likes

Story: What's Next For YouTubers Impacted By Crypto-Related Content Ban?



# REVOLUTIONARY PROTOCOL



## Miners

mine for coins  
(LBC)



## Publishers

upload content  
& set fees



## Hosts

provide disk  
space & bandwidth



## Users

buy content  
& earn rewards



## Advertisers

subsidize fees  
for users

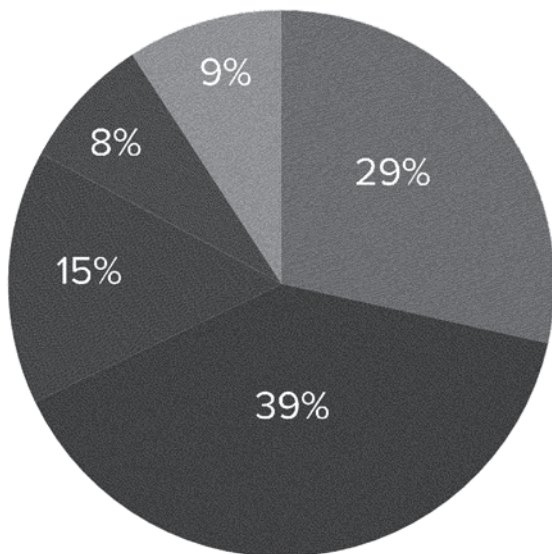
## LBRY APP

lbry.tv, LBRY Android, LBRY Desktop and other apps  
are built on top of the LBRY protocol.

## LBRY PROTOCOL + BLOCKCHAIN

The LBRY protocol uses its own blockchain and decentralized data network.  
The protocol leaves end users in control. LBRY not a legal custodian of publisher data.

# LBRY OWNS 1/3 OF BLOCKCHAIN TOKENS (LBC)



## Category

## Owner\*

## %

Coins Publicly Circulating

Public

28.5%

Future Coins to Be Mined

Public

39.4%

Partnerships

LBRY

9.2%

Operations

LBRY

7.9%

Growth & Community

LBRY

15%

*\*LBRY has not participated in an Initial Coin Offering (ICO)*

# HOW LBRY PROFITS

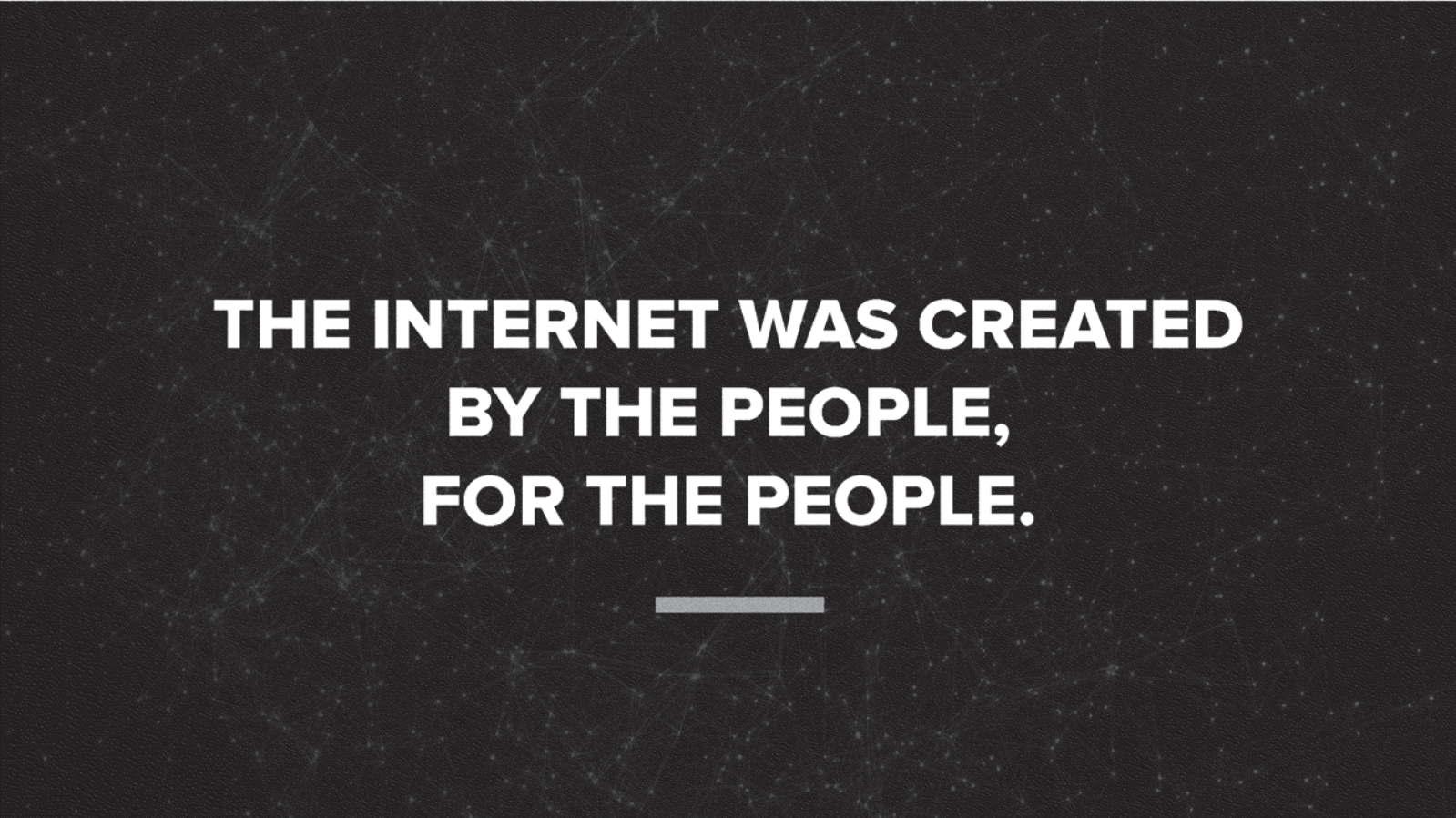
## Traditional

- lbry.tv users will be worth at least as much as that of YouTube (~\$10/user)
- Receive small portion of purchases and other financial exchanges
- Advertisements in apps
- Value-added services and products as experts on the technology

## Token

- LBRY holds 350,000,000 LBC
- 1 LBC could be worth \$100 or more if LBRY becomes protocol of choice for media distribution ([more](#))





**THE INTERNET WAS CREATED  
BY THE PEOPLE,  
FOR THE PEOPLE.**

---

**BUT THAT'S CHANGED.**



Confidential Treatment Request by Pillar Companies Management, LLC

PILR\_0007535

SHUTTERSTOCK/CHINCHICKEN



---

# IT'S TIME TO TAKE BACK CONTROL

---



Confidential Treatment Request by Pillar Companies Management, LLC

PILR\_0007536



# TEAM



## Jeremy Kauffman

### Co-Founder, CEO

Built LBRY from nothing. Founded and grew ecommerce SaaS company TopScore to over \$20 million GMV.



## Alex Grintsvayg

### Co-Founder, CTO

Former co-founder and CTO at TopScore. Managed infrastructure and software for millions of users.



## Josh Finer

### Operations Lead

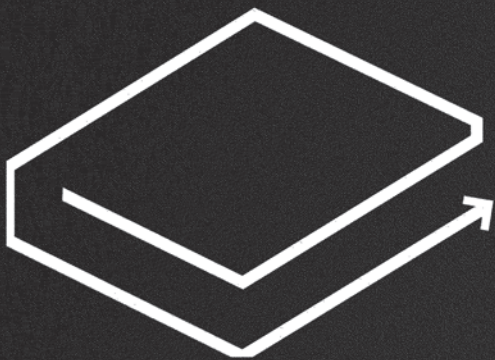
Entrepreneur and MBA with strong skills in user acquisition, analytics, electronic payments, and risk management



## Brannon King

### Blockchain Lead

Deep experience with AI and advanced algorithm design for autonomous vehicles before adopting blockchain.



# LBRY

CONTENT FREEDOM

Jeremy Kauffman, CEO  
jeremy@lbry.com  
lbry.com • lbry.tv • lbry.tech